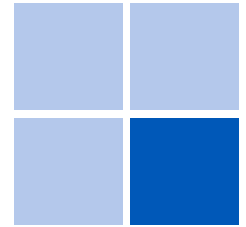


Quarterly Report *from* GSO



Activities of the General Service Board Including A.A. World Services, Inc., AA Grapevine, Inc.

This is a confidential bulletin for use only within A.A.

Fourth Quarter, 2023

General Service Board Meeting

The General Service Board of Alcoholics Anonymous, Inc. held its quarterly meeting at the Westin New York Hotel at Times Square on Monday, October 30, 2023. Mike L., Interim Chair of the General Service Board, presided. All committees met during the weekend. Highlights of committee reports appear below:

Archives

The committee discussed the Archives department's "Audiovisual Preservation Survey Report." The report included basic information about the collection, documented concerns on maintaining audiovisual assets and a proposed phased plan to help inform future decisions around preservation and appropriate storage for these media types. The committee directed the Archivist to proceed with the first part of Phase 1 of the plan and provide status updates at their future quarterly meetings. Phase 1 to begin in January 2024 with a proposed completion date by December 2024, or earlier if feasible.

The committee reviewed a sample of digital archival photographs with suggested copyright text and expressed satisfaction with the placement and language of the copyright text.

The committee discussed some of the challenges faced by local A.A. Archives in terms of housing archives and finances to support these efforts. It was shared that local A.A. Archives are autonomous entities and GSO Archives staff provide guidance and shared experiences accordingly.

Conference

The committee reviewed the request to revise procedures for electing a delegate chairperson and committee chairpersons, and agreed to forward to the 2024 Conference Committee on Policy and Admissions, or as assigned by the Equitable Distribution Workload (EDW) tools to Access subcommittee.

The committee received a progress report from the

Inventory subcommittee noting the completion of questions for the GSB inventory questions and plan. The subcommittee chair also shared that the Conference Inventory Planning Committee was selected and will start to meet in early November. The committee looks forward to receiving a progress report at the January 2024 meeting. The committee recommended that the General Service Board adopt the GSB Inventory plan that includes questions and materials.

The committee received a request from Clint M., Tools to Access Big Book (TABB) subcommittee chair, to explore ways to accommodate more time for Conference members to review the Plain Language Big Book during the Conference week. The committee agreed to forward this request to the Conference Improvements Subcommittee which has developed a draft of the Conference week. The committee noted that any solutions to the Conference week schedule that changes the 2024 Conference Budget would be brought back to the full committee.

Cooperation with the Professional Community

The committee discussed the development of the pamphlet For Mental Health Professionals and noted the enthusiasm of several of the interview subjects and their offer to advise us on potential drafts of the pamphlet. The committee recommended that the materials gathered to date be forwarded to the AAWS Publishing Department for the creation of a draft pamphlet and looks forward to an update at the January meeting.

The committee was informed that the final draft of the CPC service card has been sent to Publishing and the card will soon be available to the Fellowship for printing and digital downloads on aa.org.

Corrections

A highlight was the meeting with Correctional Service of Canada (CSC) and the Canadian A.A. corrections trusted servants to reestablish collaboration to better assist in getting A.A. services into all 43 federal facilities.

Shared experience was provided by an A.A. member experienced in corrections service work in Canada for over 20 years and a CSC Assessment and Intervention Manager. The professional was able to share with her colleagues the positive impact of having A.A. in her facility.

The committee reviewed a draft service piece on facilitating online meetings in correctional settings and will review a revised draft at the January meeting.

Finance

The committee discussed the topics of liquidity and their fiduciary responsibility to do what is fiscally responsible for all corporations. They discussed a Reserve Fund draw and expressed the importance of a plan with any withdrawal to communicate to the Fellowship. The consensus is to communicate now with the Fellowship to express the need for more support and then consider a withdrawal of the Reserve Fund in January 2024.

The committee recommended to the General Service Board communication of a financial status plan to the Fellowship with the intention of moving the discussion of a Reserve Fund withdrawal to January 2024.

Proposed agenda items

PAI 5 — Develop ways to communicate the cost of services to the Fellowship. This would include a comprehensive, annual, “member’s eye view” list of costs for services provided by the GSB, AAWS/GSO, and the AA Grapevine, and be included alongside any financial information released to the Fellowship, including but not limited to, the Picnic Table Slides and Final Conference Report. The costs per service would also include any associated salary costs, employee benefits, legal fees, IT costs, etc.

The Trustees’ Finance & Budgetary Committee recommended forwarding this proposed agenda item 5 to the AAWS Board and the AA Grapevine Board for discussion with a report to follow to the 75th General Service Conference Committee on Finance.

PAI 6 — A re-commitment to the return of the Reserve Fund to 9–12 months of current operating expenses that takes into account prudence, cost savings, and utmost priority given to essential services that reach the still-suffering alcoholic. This would include a timeline and roadmap to rebuild the Reserve Fund when it falls below 9 months, keeping in mind its spiritual value to the Fellowship. Previous policy to not set a lower limit on the fund would remain the same so funds are available when deemed absolutely necessary.

The committee created a new subcommittee to define the flow and impacts of inter-corporation payments, compile information about the current efforts and future opportunities of each corporation for cost containment

and discuss fiscal opportunities with an ultimate eye toward sustaining services and strengthening the Reserve Fund. The committee agreed to forward PAI 6 to this new subcommittee.

PAI 41 — The General Service Board develops supplemental reporting focused on the actual costs of the various service items we provide, with an initial draft being brought back to the Conference Committee on Finance for review at the 75th General Service Conference.

The committee recommended forwarding the proposed agenda item 41 to the Conference Finance Committee with a cover letter from Trustees’ Finance Committee.

PAI 48 and 78 — Due to perceived financial secrecy, diminished transparency and incomplete communication from the GSB, that the Delegates from the 93 Areas be given the same “detailed” financial information that many other GSC members receive (GSB, AAWS Board, GV Board and management of GSO) and that the detailed financials be delivered by the 21st of each month for the previous month, thereby fostering a fully informed Fellowship, and helping the groups of Alcoholics Anonymous to have the access required to truly maintain and fully retain its (Concept One) Final Responsibility and Ultimate Authority of and for the society they own.

PAI 52 — Provide all Delegates in the U.S.S and Canada with monthly year-to-date detailed financial statements including income statement, balance sheet, and cash flow statement, versus budget, for GSB/AAWS/Grapevine/La Viña, combined, for the previous month by the 15th of the month, every month, so the Delegates can provide those reports to the Fellowship, to show the Fellowship how their money is being spent and managed by the GSB, as there is a great need for more complete and timely financial reporting to the Fellowship with our Reserve Fund down -\$5 million, or -28% in the past four years from 2018 to 2022, as our GSB refuses to reduce costs to allow us to pay back the \$5 million borrowed from the Reserve Fund without the need to create new literature to pay back the loan (Plain Language Big Book).

The committee accepted the draft General Service Board Internal Revenue Service Form 990 and recommended to the General Service Board approving the GSB 990 to be filed.

The General Service Board reviewed several PAIs that had been forwarded to the board due to currently existing Ad Hoc committees on these topics.

As part of this review the General Service Board reviewed PAI 103 “That the Conference review the overall cost effectiveness of continuing to print La Vina and whether the ongoing annual financial loss from continued publishing of La Vina is sustainable.”

The General Service Board agreed to forward this item to the 74th General Service Conference Grapevine Committee. The Board noted the importance of wider sharing regarding the value of La Viña.

GSO Financial Results

The committee reviewed the GSO unaudited financial results for September 30, 2023.

For the nine months ended September 30, 2023, revenue from all sources is slightly below budget (97%). Expenses were reforecasted in July 2023 and year-to-date expenses are slightly below that reforecast (98%). Full-year operating surplus before depreciation is reforecasted to be \$1.0 million versus \$1.7 million included in the original budget. Reserves are just over 7 months of operating expenses versus a target range of 9 to 12 months.

Revenue — Contributions, net literature sales and gross margin are slightly below budget. With respect to contributions, individual contributions are ahead of 2022 (\$2,335k vs \$2,214k). Overall group contributions are down 3.7% (\$4,979k vs \$5,173k) but the number of groups contributing has increased slightly from 17,273 to 17,303. The increase in literature sales is due to two factors: Unit sales of the 10 highest selling books (e.g., hard cover Big Book is a separate book from the soft cover) have increased 8%, from 960 thousand units to 1.04 million units and the price increase that went into effect on April 2, 2023. Revenues are close enough to the original budget that a reforecast was not deemed necessary.

Expense — Overall expenses are slightly below budget, with greater salary and benefits costs offsetting lower professional fees and savings in printing and postage offsetting higher-than-expected facility and equipment costs. Travel and meeting expenses have faced upward pressure the entire year.

The GSO financial report was accepted by the committee.

Reserve Fund report: As of September 30, 2023, the Reserve Fund Assets total \$13.2 million consisting of cash and certificates of deposit. Less the liability for unfulfilled Grapevine subscriptions of \$573k, the Reserve Fund Balance is \$12.6 million.

Based on the reforecast expense budgets for GSO, Grapevine and La Viña (total \$22 million) the reserve fund balance is equal to 7.27 months of operating expenses versus 7.67 months as of September 30, 2022. The goal range is coverage of 9 to 12 months. Note that the calculation is influenced equally by (1) the size of the Reserve Fund Balance and (2) the level of GSO, Grapevine and La Viña expenses.

The committee requested to review the investment policy for the Reserve Fund at a subsequent meeting.

It would require an addition of \$2,992,033 to rebuild the Reserve Fund to 9 months.

The Reserve Fund report was accepted by the committee.

Grapevine Financial Results

Total circulation of the Grapevine magazine was 63,659. This compared with a budget of 62,008 and 2022 actual of 59,246.

Total income for the year was \$813,445 which is \$16,321 more than budgeted and \$311,433 less than the \$1,124,877 achieved in 2022.

Total costs and expenses of the magazine for the year were \$1,402,311, which were \$66,510 less than budgeted and \$4,689 less than the \$1,406,999 in 2022.

After adding interest earned, there was a deficit for the period ending September 30, 2023, of \$588,866 compared to a budgeted deficit of \$671,697.

The financial statements for the first nine months of 2023 contain a new line item under circulation for the apps. In September 2023 1,119 new app subscribers were added. Total subscription income for GV equaled \$1,239,794.

Grapevine Budget Report — the committee discussed the Grapevine budget report and referenced the request for funding of services provided by the Grapevine, noting that the La Viña services being funded by the General Service Board was a Conference advisory action. They felt the decision to fund services for Grapevine should be sent to Conference for further discussion.

The Trustees' Finance and Budgetary Committee recommended to the General Service Board to forward a request to the Conference Committee on Grapevine/La Viña to explore the services provided by AA Grapevine and how it should be funded.

La Viña Financial Results

For the unaudited results for September 30, 2023, total circulation for La Viña was 4,248 compared to 4,628 budgeted and 6,760 in September 2023. Income from magazine sales was \$92,628 compared with a budget of \$83,200. After deducting the costs and expenses of \$658,265, a shortfall between revenue and expenses of \$565,637 resulted for this service activity. This compares with a budgeted shortfall of \$566,286 and a shortfall of \$435,724 for 2022.

Proposed Executive Summary for September Financials (Conference Advisory Action)

The committee reviewed the proposed report that will be distributed to Conference delegates. There were discussions on some amendments to the report. For example, adding a very brief explanation of the consolidation of AAWS/GSB reports and making the colors on the chart more transparent so that it can be read when print-

ed. They also suggested adding *Language of the Heart* at the beginning and there should be a note that the report is not intended for public distribution or to be posted on social media.

General Sharing Session

The General Sharing Session took place at The Westin New York at Times Square on Saturday, October 28, 2023, at 1 p.m.

General service trustee Deb K. was heartened and delighted to welcome so many familiar faces to the General Sharing Session at the General Service Board weekend. She noted that the session served as an opportunity to schedule dedicated conversations that “remind us of the principles that stay at the core of who we are.” The topic of mutual trust was introduced and noted that it is not one dimensional, it lends itself to the application of leadership and opening consideration for the interrelated strains of its practice.

General service trustee, Joyce S. presented on the topic, sharing that “Everyone around me had lost all faith in me and didn’t want me around. They did not trust me not to show up drunk and disorderly. They never knew what I was going to do next and quite frankly, neither did I.” As she started to amend her behavior through the program and the Steps, her perspective slowly changed. “I was willing to consider the definition of mutual trust... your trust in someone is your belief that they are honest and sincere and will not deliberately do anything to harm you.”

Joyce reflected how that echoed a speech Bill W. gave at the Ninth General Service Conference, reminding the delegates that: “Trust has a pretty close kinship with love, and it is the essence of love. This society cannot operate without some kind of trust. Nor can we operate as individuals without some kind of trust. I think the degree of trust we have in God, in our principles and in each other is something for wonder.... We trust because we must,” Bill suggested. “And having done that, we trust because it is right. And, finally, we trust because we want to.”

Interim board chair, Mike L., was the second to present. For our organization, he noted, it is essential that mutual trust exist between all the different levels of our service structure. “From personal experience, I have identified the biggest challenge I face to maintaining trust is fear. The path from fear to trust goes through prudence. Bill defined prudence in 1966 as ‘rational concern without worry.’ The initial idea of a service structure was viewed with skepticism, criticism, and fear.”

At the Ninth GSC, Bill reflected on the progress made regarding how the service structure was accepted: “And it has been founded upon fear turning into prudence and slowly into trust and confident faith that this structure of service will be enabled to bear any pain or pressure which

the future might thrust upon it.... this structure must be capable of functioning when conditions are at their worst, and when we are at our worst.”

The chair then opened the session up for sharing from all in attendance:

As is the case with the principles in our program of recovery, their application begins as an inside job, and expands outward as a demonstration of love and service to our fellows. For the many participants in the sharing session, three main points of reflection stood out that echo our individual experiences: personal recovery, the group conscience, and anchoring in service.

In the area of reconciling our spirit to let ourselves trust and be trusted again, a GSO employee talked about the definition that Joyce S. gave on mutual trust that included the absence of deliberate harm. She noted that she tries not to assume, choosing instead to consider that perhaps she just doesn’t understand the other person’s perspective. “Being grateful that they trusted me enough to tell me I hurt them, so I had the opportunity to amend my behavior. We give charitable assumption.”

A nontrustee director shared that, “For me, trust has undergone a series of changes in A.A., coming from a place of complete distrust, and the journey that has gone on from there. I would come back many times recently to the question of trust, and that if it’s genuine it must be unconditional. I trust others and myself to make mistakes. There is a relationship between trust and forgiveness; a value I was taught here in A.A. It’s all part of the same spiritual pie.”

A general service trustee shared, reflecting on the things she does personally, that are then the things that as an entity we do to foster trust. We see for example that person who just wants you to like them, but you can’t trust them because you don’t know who they are; honesty and integrity foster trust. We shouldn’t be afraid of those things; instead, we can live by principles and stand up for them. But also, we can learn from differing opinions; so, the depth of trust is an intentional action, and it may mean taking risks with one another.

A regional trustee noted the importance of not being diverted from our primary purpose and that A.A. be inclusive for all who want to participate, so as we take intentional action, we also practice intentional restraint.

A general service trustee shared how she was invited to chair an area election, and what a wonderful exercise of trust our elections are. Another trusted servant shared how one of the big things in A.A. around trust is respecting the group conscience. “It’s challenging, it’s about humility, and not placing myself above the group. I didn’t do that great a job on my own. It’s worked out better this way, but it’s not always easy. Trying to separate out dis-

agreeing with someone and questioning their intentions.”

A GSO employee shared about the power of Tradition Two and witnessing a remarkable transformation at the General Service Conference when delegates and trustees met face-to-face, spoke heart-to-heart about critical issues, were genuine and honest. As debate on the floor developed a transformation took place through the entire Conference.

Focusing on the task of carrying the message to the still suffering alcoholic, a GSO employee reflected on “a project has generated much discussion within the Fellowship... I’m talking about the development of a draft of the Plain Language Big Book. I was thinking of how mutual trust comes down to finding a measure of balance. We can agree that the draft of the book should go through the Conference-approval process, but there is uncertainty in how we accomplish this. If we can balance and have faith and trust in the Fellowship, that’s a building block of trust. In doing so we adhere to the structure we built on that cornerstone.”

A nontrustee director followed up saying that “What I’ve seen happen with the Plain Language Big Book really does raise the issue of trust. We do presentations and answer questions. It is also great to hear the support face to face. The gratitude.”

A regional trustee shared about how in 1940, Bill wrote to Dr. Bob, concerning the first five chapters of the Big Book, how he was afraid that people wouldn’t be honest so as not to hurt the writer’s feelings. “It’s helpful to remember how in our initial stages, it was about Bill and Bob taking the book around and showing it. I love the process of sharing as much as we can, of trusting and valuing others’ opinions, and not taking it personally when someone doesn’t agree with how I think or how I perceive something should go.”

A general sense of the sharing of those in attendance reflected on mutual trust as a central tenet of our service together, responsibility to act in service to build rather than erode trust, and the importance of the group conscience to our trusted servants.

International

The committee reviewed cost estimates provided by the Legal, Licensing and Intellectual Property Department to complete the translation into Haitian Creole of the Big Book chapters, 1, 9, 11 and “Dr. Bob’s Nightmare,” and requested that funds be drawn from the International Literature Fund to support the completion of the Haitian Creole Big Book. The committee discussed previously developed draft pamphlets of “Is A.A. for Me?” and “How it Works” in Haitian Creole and asked that GSO proceed in making these pamphlets available. The committee also noted that many of the requests for

Haitian Creole literature are requested from those in the U.S./Canada structure for Creole speaking alcoholics.

International Convention/Regional Forums

The committee reviewed a report from the 2035 International Convention Site Inspection Team. Based on the recommendation of the 2035 Site Inspection Team, the committee recommended to the General Service Board that Indianapolis, Indiana be the site for the 2035 Alcoholics Anonymous International Convention. The General Service Board approved the recommendation.

Literature

The trustees’ Literature Committee agreed to forward the following proposed agenda items to the 74th General Service Conference:

- A request to develop a pamphlet entitled “Experience, Strength, and Hope: A.A. for the Transgender Alcoholic.”
- A request to develop a pamphlet on A.A. and the Unhoused Person that specifically addresses alcoholism, what A.A. is and is not, and includes personal stories from A.A. members who have experienced homelessness.
- A request to develop a pamphlet for Asian and Asian-American alcoholics with stories of experience, strength and hope from Asians and Asian-Americans.

Nominating

The committee presented the General Service Board with three candidates to interview for the chairperson vacancy. The assignment is receiving resumes from candidates for West Central and Western Canada regional trustees. Elections will be held during the 74th General Service Conference. Two subcommittees are working to 1) review and revise committee procedures, and 2) create guidelines for trustee emeriti.

Public Information

The Director of the Communication Services Department (CSD) reported on the podcast work completed to date, including a plan for wrapping up all season one episodes and the goal of launching the podcast in Q1 2024.

The committee noted that while the current content being developed is in English, content in Spanish and French could be considered after the pilot season has been launched. The committee looks forward to a progress report at the January 2024 meeting.

Treatment and Accessibilities

The committee forwarded an inventory of service material and Conference-approved literature to the General Service Conference that could be updated to better carry

the message to alcoholics with neurodiversity. The committee agreed to forward the video “Hope” to the Conference for discussion on possible revision to make more effective/relevant for trusted servants’ use. The committee looks forward to 20 more edited military audio interviews in the next year and were approved to start the next Appointed Committee Member search for the ongoing military outreach project in January.

A.A. World Services

Overview

Since the last AAWS Board meeting in July, the employees, and staff at GSO have been actively preparing for the upcoming General Service Conference, organizing agenda items and setting timelines for efficient translation and delivery of Conference materials in English, French and Spanish

Department updates

Language Services

A Conference background translation tracker has been developed, encompassing a timeline for all Conference background and related materials.

Publishing

As a result of the reorganization of the Publishing Department, stronger editorial project management was established, resulting in elimination of many backorders.

Tech Services

The successful launch of the OnBoard platform marks the long-awaited replacement for the “Dashboard.”

Translation, Licensing, and Intellectual Property

The international licensing and translations backlog has been successfully resolved Collaboration among various departments, including Publishing, Technology Services, the International Assignment, Archives, Language Services, the Grapevine Office, and the entire team of Legal, Licensing, and Intellectual Property (LLIP), has been pivotal in achieving this success.

Board Committees

AAWS Finance

Revenue: (Please see the October 27, 2023 AAWS Highlights on aa.org for financial reporting)

Nominating

The board unanimously approved the following recommendation presented by the Nominating Committee:

- The AAWS Nominating Committee recommended to the AAWS Board that Racy J. be appointed to the position of Vice President of AAWS, Inc.

Technology/Communications/Services (TCS)

The board unanimously approved the following recommendations presented by the TCS Committee:

- The TCS committee recommended to the AAWS Board that the Analytics Working Group Progress Report be forwarded by AAWS to the trustees’ Committee on Public Information.
- The TCS committee recommended to the AAWS Board that the 2023 third quarter LinkedIn report be forwarded by AAWS to the trustees’ Committee on Cooperation with the Professional Community.
- The committee recommended to the AAWS Board that the Meeting Guide International Activity report be forwarded by AAWS to the trustees’ International Committee.
- The TCS committee recommended to the AAWS Board that the 2023 third quarter reports on Website, Meeting Guide App, YouTube, Google Ads, Online Business Listings, and Podcast be forwarded by AAWS to the trustees’ Committee on Public Information.
- The TCS committee recommended to the AAWS Board that the 2023 draft plan for Instagram be forwarded by AAWS to the trustees’ Committee on Public Information.
- The TCS committee recommended to the AAWS Board that the Archives request progress report be forwarded by AAWS to the trustees’ Committee on Archives.

AA Grapevine

Overview

The GV Board approved the Sept. 2023 YTD financial results for Grapevine and La Viña, a draft 2024 high level budget, rolling cash flow forecast and the 990 Tax return.

The GV Board of Directors has chosen a candidate for the upcoming position of Nontrustee Director.

GRAPEVINE APP			
Downloads	Subscriptions	Gross Income	Net Income
16,538	2,327	\$51,157	\$43,484*
LA VIÑA APP			
Downloads	Subscriptions	Gross Income	Net Income
596	70	\$978	\$831*

*Net incomes are an estimate based in gross less 15%

- Fun Fact: The AA Grapevine App currently sits at number 32 on the Apple Top 200 Newspaper and Magazine App Charts.
- We are receiving request to facilitate a gift certificate for the apps, it is in the works. Stay tuned for the released date.

- We welcome Julia D., our new Digital Engagement Editor.
- To improve yearly sales and cash flow, the yearly “free shipping” offer in November and December will be combined with a 20% off all orders offer.
- The GV Board discussed PAIs 51, 60, 62, 81, and 90, which are all related to changing the word “People” to “Men and Women” in the Preamble.
- More information is provided below. Based on feedback from the Grapevine and La Viña Conference Committee,
- the GV Board discussed each PAI and decided not to take action after a thorough discussion.

Strategic Planning

The AAGVB met on Friday, October 27 for a half day of Strategic Planning. The following goals were discussed: Focus on needs and desires AAGV are not addressing (product, channel, message, audience); get beyond the core AAGV fans and service folk; reach directly into the broader Fellowship and enable our current subscribers/fans to serve as supporters for Grapevine and La Viña.

Board Meeting

During its September 9 Planning meeting the board was updated by the Publisher on the following:

- The Grapevine and La Viña apps officially launched on Friday, September 1, 2023.
- Podcast: Over 577,000 downloads.
- Instagram: Grapevine 10,900 followers, La Viña 1,413 followers.
- YouTube: 11,900 subscribers, 109 videos with 163,456 views.

Finance & Budget

The chair reported the committee met on August 16 and reviewed and approved the June YTD financial statements for GV and LV. On October 27, the board was presented with the September 2023 YTD financial results for Grapevine and La Viña, a draft 2024 high level budget, rolling cash flow forecast and the 990 Tax return. The GV Board of Directors approved both financial reports (above).

Nominating and Governance

The chair reported that the committee met virtually on September 14, 2023 and conducted the Regional Trustee interviews with Teresa J., Southwest Region and Ken T., Northeast Region. If the Trustees’ Nominating Committee approves, the new Trustee will begin serving as a Director on AAGV following the 74th General Service Conference. On September 19th, this recommendation was sent to the Trustees’ Nominating Committee.

A total of 35 resumes were received for the Nontrustee

Director position to replace Cindy F., whose term ends in April 2024. The committee met, reviewed the resumes, and chose six for virtual interviews. The Nominating Committee will make a final decision after the final interview on Friday, October 20, 2023, and the Trustees’ Nominating Committee will be notified of our decision.

Editorial Advisory Board

The GVEAB met on September 5, 2023. GVEAB currently recruiting for another Canadian member. LVEAB met on August 23, 2023.

Publisher’s report:

The Publisher reported the following:

- September 4 podcast included a discussion about the apps. There’s a great spot each week about the apps on the podcast.
- App subscriptions peak on weekends when Grapevine staff and directors are travelling to events and present the apps to membership.
- App bugs worked out with calculator refresh, spiritual checklist refresh, subscriber re-entry. Working on subscribe button on main page, gifting of app, digital and print anniversary cards using sobriety calculator, and reader comment function for next release.
- *International App Release:* The management and the board need to consider impact of apps on local Grapevine-like magazines. Also, we would need to convert all global currencies to US Dollars for fulfillment vendor the same way we do for Canadian currency now. App vendor and fulfillment house working on time and cost estimate.
- Downloads Grapevine = 16,538; Subscriptions = 2,327; Gross Income = \$51,157; Net income = \$43,484*
- Downloads La Viña = 596; Subscriptions = 70; Gross Income = \$978; Net Income = \$831*
 - » Net incomes are an estimate based in gross less 15%
- *Fun Fact:* The AA Grapevine App currently sits at number 32 on the Apple Top 200 Newspaper and Magazine App Charts.
- We engaged a recruiting service to assist us with placing new Controller.
- *Digital Engagement Editor:* Julia D. started with Grapevine on October 16, 2023.
- Grapevine, App vendor, web vendor and fulfillment house shoring up subscription and product ordering automation.
- To improve yearly sales and cash flow, the yearly “free shipping” offer in November and December will be combined with a 20% off all orders offer — not just orders of \$500 or more.

- *Prayer and Meditation* audiobook in production.
- *Podcast*: Over 630,000 downloads.
- Instagram: Grapevine over 11,100 followers, La Viña 1,452 followers.
- *YouTube*: 11,800 subscribers, 109 videos with 171,203 views.
- Grapevine and La Viña News appearing monthly on the Meeting Guide App.

Grapevine Editorial Report

The senior editor reported:

Grapevine magazines currently in production and on schedule:

- FEB — *Getting Through Tough Times* — stories edited, art meeting
- MARCH — *Spanish Speaking AA Members* — editing stories
- APRIL — *Favorite Big Book Stories (the 85th Anniversary!)* — selecting stories
- *Our Twelve Steps — New Spring Book* — a brand-new collection of stories from AA members about the joys and challenges of working the program's Twelve Steps of recovery — on schedule— due out April 2024
- Publishing more AA News and interviews with Class A & B Trustees and important AA announcements (working closely with GSO staff desks).
- *GV Workbook* — New colorful, updated version completed, easier for GV Reps to use, easier to keep updated, drives members to our website — currently improving & updating.

La Viña Editorial Report

The editor of La Viña has been hosting a monthly informational workshop.

Recent La Viña magazine released:

- NOV/DEC *Alegría(Joy)* — includes add of NEW Spanish Book Prayer and Meditation.

La Viña magazines currently in production and on schedule:

- JAN/FEB 2024: *Nuevos (Newcomers edition)* — Proof 2.
- MARCH/APRIL: Cortos (Short LV stories) — Copy Editing.
- MAY/JUNE: *Relapse* — Stories being selected.
 - » *LV Workbook* — New updated version completed, now up on the LV website.
 - » *Fall Book "Prayer and Meditation"* — Done and out. Oración Y Meditación (translation)

Grapevine Web Report

The Digital Publishing manager reported monthly web traffic in the 3rd quarter averaged 108,178 new visitors; 41,114 returning visitors; and 328,224 page views.

General Service Conference

General Service Conference: The AA Grapevine Board reviewed proposed agenda items and agreed to forward the following to the 2024 General Service Conference Committee on Grapevine and La Viña:

- Review AA Grapevine Workbook.
- Consider the list of suggested AA Grapevine book topics for 2025 or after.

The Grapevine Board thoughtfully reviewed a number of proposed agenda items (PAI's 51, 60, 62, 81, and 90) regarding the Preamble and took no action. The 73rd General Service Conference Committee on Grapevine and La Viña reviewed and discussed this issue thoroughly in April 2023 and took no action. The Grapevine Chair and the 73rd Conference Committee on Grapevine and La Viña met in October 2023 and reviewed these proposed agenda items. It was determined there was no new information which required further discussion.

In addition to *approving* the Planning meeting minutes of June 24, 2023 with amendments, The Board took the following actions at its meeting on September 9, 2023:

- Approved the June 30, 2023 Grapevine and La Viña financial report.
- Approved the Grapevine 2023 budget reforecast submitted subject to the recommended adjustment in the book cost of goods sold once that number is finalized.
- Approved the La Viña 2023 budget reforecast.
- Approved request from El Salvador to reproduce and distribute *El Lenguaje del Corazón*.
- Approved requests from Peru to reproduce and distribute *Happy, Joyous and Free* and *Best of Bill*.
- Approved request from Brazil to reproduce and distribute *Sober and Out* in Portuguese.
- Approved request from Hungary to reproduce and distribute *Language of the Heart* softcover.
- Approved requests from Czech Republic to reproduce and distribute *Language of the Heart* in softcover and hardcover.
- Approved request from Belgium to reproduce and distribute *Language of the Heart* softcover in Dutch.

For comments or questions write to: Staff Coordinator, Box 459, Grand Central Station, New York, NY 10163